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Division of Extension Information
Extension Service, WFA

INFORMATION CASE REPORT NO. 3

Leaflet

Subject: Food and Power, Leaflet No. 74, Tennessee Agricultural Extension Service.

Source: A. J. Sims, extension editor, Tennessee

Who prepared the publication: The idea was suggested by the extension horticulturist, W. C. Pelton. The pictures were made by Joe Elliott of the editorial staff, and garden and nutrition specialists wrote the copy.

Edition: 10,000

Distribution techniques: Standard procedure.

To whom the leaflet is aimed: Primarily for 4-H Club members and school children.

Special significance: The leaflet, in the words of A. J. Sims, is an attempt at a new approach to the food-nutrition story. Aimed especially at youngsters, the leaflet departs from the usual extension style of subject-matter presentation and reflects the dramatized parables of Aesop's fables. The dramatized conversational style of presentation, short sentences, and basic English are used as tools to make the leaflet conform to the popular pattern of children's literature. (Lacking only is the usual dramatically illustrated cover.)



